

## Claims

1. A method comprising:

providing a Web resource to a client node via a  
5 computer network, the Web resource comprising a  
plurality of user-selectable hyperlinks including a  
first user-selectable hyperlink to a first Web resource  
and a second user-selectable hyperlink to a second Web  
resource, the Web resource further comprising a  
10 plurality of advertiser-usable variables within at  
least one script, the advertiser-usable variables  
including a first advertiser-usable variable specific  
to the first Web resource and a second advertiser-  
usable variable specific to the second Web resource.

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2. The method of claim 1 further comprising  
performing a search based on a search expression to  
identify the plurality of Web resources, wherein the  
first advertiser-usable variable indicates a similarity  
20 value between the search expression and the first Web  
resource, and wherein the second advertiser-usable  
variable indicates a similarity value between the  
search expression and the second Web resource.

25 3. The method of claim 1 further comprising  
determining a tree which relates the plurality of Web  
resources, wherein the first advertiser-usable variable  
and the second advertiser-usable variable are defined  
by the tree.

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4. The method of claim 3 wherein the first advertiser-usable variable indicates a level number of the first Web resource within the tree, and wherein the second advertiser-usable variable indicates a level number of the second Web resource within the tree.

5. The method of claim 3 wherein the first advertiser-usable variable indicates that the first Web resource is an internal resource of the tree, and wherein the second advertiser-usable variable indicates that the second Web resource is an internal resource of the tree.

6. The method of claim 3 wherein the first advertiser-usable variable indicates that the first Web resource is an internal resource of the tree, and wherein the second advertiser-usable variable indicates that the second Web resource is a leaf resource of the tree.

7. The method of claim 3 wherein the first advertiser-usable variable indicates that the first Web resource is a leaf resource of the tree, and wherein the second advertiser-usable variable indicates that the second Web resource is a leaf resource of the tree.

8. The method of claim 3 wherein the Web resources include a plurality of Web resources having a predetermined level number in the tree, wherein the first advertiser-usable variable is based on which of

the Web resources having the predetermined level number is an ancestor of the first Web resource in the tree, and wherein the second advertiser-usable variable is based on which of the Web resources having the  
5 predetermined level number is an ancestor of the second Web resource in the tree. *up*

9. The method of claim 8 wherein the predetermined level number is one.

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§ 2* 10. A method comprising:  
reading a plurality of advertiser-usable variables within at least one script of a Web resource from a client node, the Web resource comprising a plurality of  
15 user-selectable hyperlinks including a first user-selectable hyperlink to a first Web resource and a second user-selectable hyperlink to a second Web resource, the advertiser-usable variables including a first advertiser-usable variable specific to the first  
20 Web resource and a second advertiser-usable variable specific to the second Web resource; and

providing at least one cookie for the client node before any of the user-selectable hyperlinks has been user-selected from the Web resource using the client  
25 node, the at least one cookie to store the first advertiser-usable variable and the second advertiser-usable variable.

11. The method of claim 10 further comprising,  
30 after the first user-selectable hyperlink has been

user-selected from the Web resource using the client node:

receiving a first advertising request associated with the first Web resource;

5 retrieving the first advertiser-usable variable from the at least one cookie;

selecting a first advertisement from a plurality of advertisements based on the first advertiser-usable variable; and

10 providing the first advertisement to display with the first Web resource.

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12. The method of claim 11 further comprising, after the second user-selectable hyperlink has been user-selected from the Web resource using the client node:

receiving a second advertising request associated with the second Web resource;

15 retrieving the second advertiser-usable variable from the at least one cookie;

selecting a second advertisement from the plurality of advertisements based on the second advertiser-usable variable; and

20 providing the second advertisement to display with the second Web resource.

13. The method of claim 11 further comprising updating a data structure associated with the first advertisement based on the first advertiser-usable variable.

30 variable.

14. The method of claim 10 further comprising:  
receiving an advertising request associated with  
the Web resource, wherein said reading is performed in  
5 response to said receiving the advertising request.

15. The method of claim 10 wherein the first  
advertiser-usable variable indicates a similarity value  
between a search expression and the first Web resource,  
10 and wherein the second advertiser-usable variable  
indicates a similarity value between the search  
expression and the second Web resource.

16. The method of claim 10 wherein the first  
15 advertiser-usable variable and the second advertiser-  
usable variable are defined by a tree which relates the  
plurality of Web resources.

17. The method of claim 16 wherein the first  
20 advertiser-usable variable indicates a level number of  
the first Web resource within the tree, and wherein the  
second advertiser-usable variable indicates a level  
number of the second Web resource within the tree.

18. The method of claim 16 wherein the first  
25 advertiser-usable variable indicates that the first Web  
resource is an internal resource of the tree, and  
wherein the second advertiser-usable variable indicates  
that the second Web resource is an internal resource of  
30 the tree.

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23. A method comprising:

reading a plurality of advertiser-usable variables within at least one script of a Web resource from a client node, the Web resource comprising a plurality of user-selectable hyperlinks including a first user-selectable hyperlink to a first Web resource and a second user-selectable hyperlink to a second Web resource, the advertiser-usable variables including a first advertiser-usable variable specific to the first Web resource and a second advertiser-usable variable specific to the second Web resource; and storing the first advertiser-usable variable and the second advertiser-usable variable at an advertisement server node before any of the user-selectable hyperlinks has been user-selected from the Web resource using the client node.

24. The method of claim 23 further comprising, after the first user-selectable hyperlink has been user-selected from the Web resource using the client node:

receiving a first advertising request associated with the first Web resource;  
retrieving the first advertiser-usable variable from the advertisement server node;  
selecting a first advertisement from a plurality of advertisements based on the first advertiser-usable variable; and  
providing the first advertisement to display with the first Web resource.

25. The method of claim 24 further comprising,  
after the second user-selectable hyperlink has been  
user-selected from the Web resource using the client  
5 node:

receiving a second advertising request associated  
with the second Web resource;

retrieving the second advertiser-usable variable  
from the at least one cookie;

10 selecting a second advertisement from the  
plurality of advertisements based on the second  
advertiser-usable variable; and

providing the second advertisement to display with  
the second Web resource.

15 26. The method of claim 24 further comprising  
updating a data structure associated with the first  
advertisement based on the first advertiser-usable  
variable.

20 27. The method of claim 23 further comprising:  
receiving an advertising request associated with  
the Web resource, wherein said reading is performed in  
response to said receiving the advertising request.

25 28. The method of claim 23 wherein the first  
advertiser-usable variable indicates a similarity value  
between a search expression and the first Web resource,  
and wherein the second advertiser-usable variable

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resource is a leaf resource of the tree, and wherein the second advertiser-usable variable indicates that the second Web resource is a leaf resource of the tree.

- 5           34. The method of claim 29 wherein the Web resources include a plurality of Web resources having a predetermined level number in the tree, wherein the first advertiser-usable variable is based on which of the Web resources having the predetermined level number is an ancestor of the first Web resource in the tree, and wherein the second advertiser-usable variable is based on which of the Web resources having the predetermined level number is an ancestor of the second Web resource in the tree.
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35. The method of claim 34 wherein the predetermined level number is one.

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